

SERFF Tracking Number: UHLC-127784673 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50144
 Company Tracking Number: CA25144ST (10-11)
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/CA25144ST (10-11)

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127784673 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed State Tr Num: 50144

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: CA25144ST (10-11) State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler, Donna Lambert

Authors: Michelle Ambach, Bobbie Walton Disposition Date: 11/02/2011

Date Submitted: 11/01/2011 Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date: 12/02/2011

State Filing Description:

General Information

Project Name: ADVERTISING

Project Number: CA25144ST (10-11)

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 11/02/2011

State Status Changed: 11/02/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number: CA25144ST (10-11)

Filing Description:

Submitted, for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is substantially similar in content to advertising previously approved by the Department 7/12/2011 under SERFF Tracking Number UHLC-127228643.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Bobbie Walton

Final production of the enclosed advertising will show the component number on the bottom left hand corner of the advertisement.

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Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 680 Blair Mill Rd. 215-902-8444 [Phone]
 Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
 185 Asylum Street Group Code: 707 Company Type: Life and Health
 Hartford, CT 06103 Group Name: State ID Number:
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: \$50 X 1 = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	11/01/2011	53369638

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	11/02/2011	11/02/2011

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Disposition

Disposition Date: 11/02/2011

Implementation Date: 12/02/2011

Status: Filed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>UHLC-127784673</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>50144</i>
<i>Company Tracking Number:</i>	<i>CA25144ST (10-11)</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/CA25144ST (10-11)</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	SOV	Filed	Yes
Form	SELF MAILER	Filed	Yes

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Form Schedule

Lead Form Number: CA25144ST (10-11)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 11/02/2011 T	CA25144S (10-11)	Advertising	SELF MAILER	Initial		45.000	CA25144ST (1011).pdf



Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

AARP Medicare Supplement Insurance Plans,
insured by UnitedHealthcare Insurance Company
P.O. Box 1017
Montgomeryville, PA 18936-1017

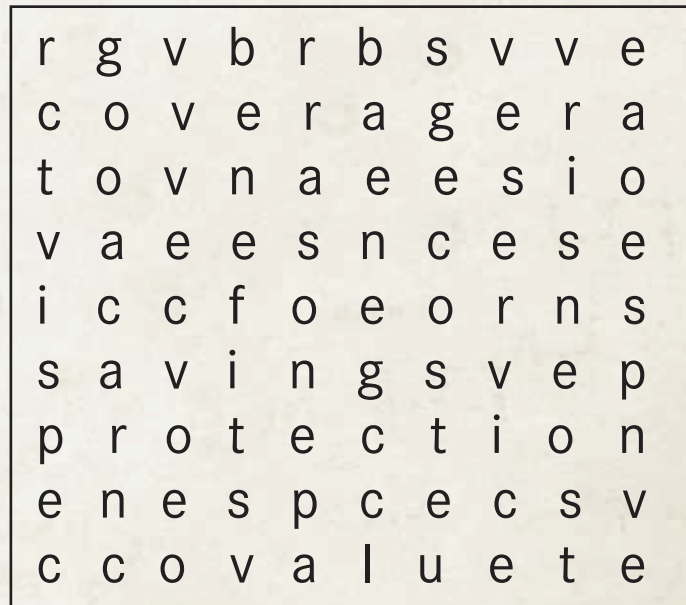
PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE



[John Q. Lasername
123 Any Street
Apt. 1A
Anytown, USA 12345-1234]

CA25144ST (10-11)

**A good search may yield
valuable results.**



Visit **[www.aarpmedsupinsurance.com]**
to discover information and tools
to help you search for an AARP®
Medicare Supplement Insurance Plan.

See details inside...

(Plus, find the word search answers inside!)

Looking for information about AARP Medicare Supplement Insurance Plans?

It's time to go online!

Just go to [\[www.aarpmedsupinsurance.com\]](http://www.aarpmedsupinsurance.com) to discover information and tools to help you shop for an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

A good search often yields valuable results. Maybe it's for buried treasure. A grandchild's favorite toy. Or even a lost earring.

Finding a Medicare supplement insurance plan can be frustrating, because you're probably receiving information from many different sources. That's why AARP Medicare Supplement Plans have created one comprehensive website where you can find information to help you make the right decisions.

Just go to [\[www.aarpmedsupinsurance.com\]](http://www.aarpmedsupinsurance.com) today to discover information and tips that will help you:

- **Choose an AARP Medicare Supplement Plan** by answering a few short questions that will help you discover which plan might work best for you.
- **Understand how Medicare works**, including how the different parts of Medicare work together, what costs you're responsible for, and how to enroll.
- **See the AARP Medicare Supplement Insurance Plans available to you**, including detailed benefits, copays, coverages, and



rates for each plan.

- **Discover the costs Medicare does not pay**, and why you may need supplemental insurance.
- **Find helpful health and wellness information**, including tools for healthy living and health management programs.
- **And much more!**

Just visit
[\[www.aarpmedsupinsurance.com\]](http://www.aarpmedsupinsurance.com)
today to get started!



AARP® Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**



Visit [\[www.aarpmedsupinsurance.com\]](http://www.aarpmedsupinsurance.com) today to get started!

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation of insurance. An agent/producer may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors.

Call to receive complete information, including benefits, costs, eligibility requirements, exclusions, and limitations.

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Supporting Document Schedules

	Item Status:	Status
Satisfied - Item: SOV	Filed	Date: 11/02/2011
Comments:		
Attachment:		
STATEMENT OF VARIABILITY.pdf		

CA25144ST (10/11)

Variable	Description
[John Q. Lasername] [123 Any Street] [Apt. 1A] [Anytown, USA 12345-1234]	Recipient name and address
[www.aarpmedsupinsurance.com]	Website for further information